MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

TKM3151 – KNOWLEDGE MANAGEMENT

(All sections / Groups)

25 OCTOBER 2017
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This examination paper consists of four pages including cover page.
2. Answer **ALL FIVE** questions.
3. All questions carry equal marks and the distribution of the marks for each question is given.
4. Write all your answers in the Answer Booklet.

Attempt ALL questions.

QUESTION 1 [10 marks]

a) Knowledge management provides benefits to individual employee, to the community of practice and, to the organisation. Describe **THREE (3) benefits** to an **organisation.** [3 marks]

b) Outline **FOUR (4)** main attributes of Communities of Practice (CoP). [2 marks]

c) As a knowledge champion, what approaches could you use to facilitate organisational learning? State **FOUR (4)** of them. [2 marks]

d) Outline **TWO (2)** disabilities which impede organisational learning. [3 marks]

QUESTION 2 [10 marks]

a) Provide the **THREE (3) major stages** and explain the critical process between these stages in an Integrated Knowledge Management cycle. [3 marks]

b) Categorise the **FOUR (4)** stages in tacit/explicit knowledge creation model developed by Nonaka. [4 marks]

c) Briefly explain knowledge codification. [3 marks]

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QUESTION 3 [10 marks]

a) Based on the Myers-Briggs Type Indicator (MBTI) assessment, a group of employee in Shakira Sdn. Bhd. were categorised under the Guardian category. Explain ways to cultivate knowledge sharing among these employees. [3 marks]

b) Compose **TWO (2)** examples of knowledge reuse in an organisation. [2 marks]

c) Collaboration technologies are often referred to as groupware or as workgroup productivity software. It is technology designed to facilitate the work of groups.

i. What sort of criteria would you make use of in order to determine when and where each type would be the best means of groupware technologies?

[2 marks]

ii. Create a table to present the classification of groupware technologies according to place and time. [3 marks]

QUESTION 4 [10 marks]

a) If you were the Knowledge Champion, demonstrate **TWO (2)** ways you would act to promote knowledge sharing culture in the workplace? [4 marks]

b) Construct **FOUR (4)** examples of knowledge culture which are essential to your organisation's growth and achievement of its goals. [2 marks]

c) Benchmarking is the search for industry wide best practices that lead to superior performance. It usually consists of a study of similar companies to determine how things are done best in order to adapt these methods. Demonstrate **FOUR (4)** different types of benchmarking approaches to measure and evaluate knowledge strategy. [4 marks]

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QUESTION 5 [10 marks]

a) You are the proud owner of a franchise business with franchisees throughout Malaysia. Demonstrate the support that you may provide to build a greater capacity to share and learn from the knowledge held in your franchise. [3 marks]

b) You are looking for a suitable candidate to fill up the post of a chief knowledge officer in Mayo Sdn. Bhd. Prepare a brief role of a chief knowledge officer. [3 marks]

c) Produce a plan for a chief knowledge officer to initiate a knowledge management program in an organisation. [4 marks]

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